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ABSTRACT

A study was undertaken to gather information on magazines published in the southern United States in general and on southern city and regional magazines in particular. Data were collected for 25 southern city magazines, 24 southern regional magazines, and 21 speciality magazines from the region. The primary means of data collection was a questionnaire mailed to editors of such magazines. Among the findings of the study are the following: (1) Approximately half of the magazines were founded after 1970. (2) Specialized southern magazines typically had modest circulations. (3) Southern regional magazines were not realizing their potential, apparently because they were insufficiently focused. (4) Starting a new city or regional magazine in the South could be a risky venture. (5) In most city and regional magazines, freelanced articles outnumbered staff written articles, while the reverse was true for the speciality magazines. (6) City and regional magazines received approximately 70% of their revenue from advertising and 30% from subscriptions. (7) The most pressing problems facing the magazines included rising production costs, high interest rates, and postal rate increases. (8) Approximately half of the editors surveyed felt that geographically specialized magazines would increase in number through the 1980s. (FL)

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GEOGRAPHICALLY SPECIALIZED MAGAZINES OF THE SOUTH

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Two apparent shortcomings caused this study to be undertaken: 1) the scarcity of published information on Southern Magazines in general and Southern city and regional magazines in particular, and 2) the lack of attention paid by researchers to a growing breed of magazine-- the geographically specialized periodical that resembles a city magazine but covers a wider geographical area.

Inspired by the publicity given successful city magazines such as Philadelphia and Washingtonian in the 1960s, publishers in the smaller cities of the South continued moving into the city magazine field in the '70s. This growth was paralleled by a sister trend: the proliferation of magazines whose publishers saw promise in appealing to a specialized larger-than-municipal audience. In addition, whenever city and regional magazines have been discussed in the literature, little mention has been made of a third magazine category-- the magazines that specialize both by geography and by subject matter.

This study examines each of these three categories and attempts to shed light on how together they have made geographically specialized periodicals a considerable force in the South's growing magazine market.

Methodology and Definitions

As complete as possible a listing of city and regional magazines and a representative sample of city/regional specialty magazines were compiled from material in the Ayer Directory of Publications, Writer's Market, and The Writer's Handbook, supplemented by the results of a two-page questionnaire, which was mailed to the editors or publishers of 68 magazines. Forty-three usable replies were received, for a 63.2 percent response rate.[1] Other information was gleaned from telephone

conversations with editors and from the writer's own experience as a contributing editor for one regional magazine (Coastal Magazine) and travel editor for another (Southern World).

The questionnaire attempted to fill in gaps left by earlier journal articles and by the standard reference works named above; to gather information on sources of articles, sources of revenue, business problems, and predictions for the medium's future; and to confirm or update published circulation figures.

Only one publisher wrote back refusing to cooperate with the survey, saying, "When you speak to a publisher about his circulation, you can expect to be deceived as you would in asking a woman her age." His prediction was not borne out by the survey results, however, as in numerous cases the circulation figures reported by respondents were lower than figures published in the reference sources available to this writer. Where discrepancies occurred, the more conservative figure was used in tables 1, 2 and 3.

An immediate problem facing one who writes about any "Southern" topic is how to define "the South"; here the working definition inculdes the 11 states of the Confederacy (Virginia, North Carolina, South Carolina, Georgia, Florida, Louisiana, Alabama, Mississippi, Tennessee, Arkansas and Texas) plus Kentucky, which is usually considered a Southern state.

A second definitional problem involves the terminology used to describe magazines that specialize geographically. Fletcher[2], Shaw[3] and the editors of Time[4] have used "city magazine" to refer to such publications as Texas Monthly, Sandlapper and Delaware Today, all of which have statewide as opposed to city appeal. For sake of clarity, magazines discussed here will be labelled "city magazines" if they devote their editorial space to coverage of a particular city or a combination of neighboring cities, as is the case with G Magazine and Triad, both based in Greensboro, N.C., but also covering the nearby cities of Winston Salem and High Point.

"Regional magazine" will refer to any magazine that has chosen as its "beat" a state (The State, Brown's Guide to Georgia), a substantial part of a state (Coast, Central Florida Scene), an area made up of parts of several states (The Cumberland, Mountain Living), or the larger region of the South in general (Southern Living, Southern World).

All magazines included in the above categories offer articles on a wide variety of topics that appeal to a general consumer audience. Excluded are Southern periodicals that deal with more restricted interests: business, collegiate, government, religious and farm magazines, for instance. Also excluded are the magazine sections of Southern newspapers.

Previous journal articles that have discussed city and regional magazines have stopped there, but a third variety of magazine specializes 1) by city or region and 2) by subject matter. Here this third category will be referred to as "city and regional specialty magazines." The periodicals listed in Table 3 provide sufficient variety in their editorial offerings to be of interest to a fairly wide audience. Virginia Wildlife and Wildlife in North Carolina, for instance, have tried to broaden their appeal, witness a recent letter to the editor of the latter periodical, which read in part, "Will you please tell me why so much of our WILDLIFE magazine is devoted to things other than wildlife? There is no excuse for filling the magazine with articles on boating, roots and herbs, people, weeds and flowers."[5]

Also in this third category are motor club magazines (Tidewater Motorist, Florida AAA Motorist) that have a heavy emphasis on travel copy, one of the most universal of magazine offerings, and regional home/garden magazines (Southern Accents, Houston Home & Garden).

TABLE 1

SOUTHERN CITY MAGAZINES
BY YEAR FOUNDED

Year	Magazine	Circulation Paid	Non- Paid or Controlled	Total
1906	Palm Beach Life	9,500		9,500
1922	Dallas Magazine (C of C)*	10,000	10,000	20,000
1923	Fort Worth (C of C)	5,400	200	5,600
1930	Houston Magazine (C of C)	16,300	500	16,800
1950	Louisville (C of C)	8,000	3,000	11,000
1954	Greater Lubbock (C of C)		4,300	4,300
1960	Austin	9,500	500	10,000
1961	Atlanta Magazine	40,000		40,000
1961	Birmingham	10,000		10,000
1964	Jacksonville Mag. (C of C)	7,000	1,500	8,500
1966	New Orleans Magazine	40,000	23,000	63,000
1967	San Antonio Magazine (C Of C)	8,000	1,000	9,000
1968	Charlotte Magazine	10,360		10,360
1973	Nashville!	20,000	1,601	21,601
1974	D Magazine (Dallas)	50,000	1,200	51,200
1975	Miami Magazine	23,000	3,000	26,000
1976	Triad (Greensboro, N.C.)	9,700	800	10,500
1976	Memphis Magazine	14,000	6,000	20,000
1976	Louisville Today	11,000	4,500	15,500
1976	Metropolitan Beaumont (C of C)	2,900	600	3,500
1977	Jackson, the Mississippi Mag.	6,700	183	6,883
1978	Houston City Magazine	50,000		50,000
1978	Richmond Lifestyle Mag.	9,045	6,026	15,071
1978	Bay Life Magazine (Tampa)	6,000	6,500	12,500
1978	G (Greensboro, N.C.)	500	35,000	35,500

* Chamber of commerce magazines

TABLE 2

SOUTHERN REGIONAL MAGAZINES
BY YEAR FOUNDED

Year	Magazine	Paid	Non-paid or Controlled	Total
1920	This is West Texas (C of C)	3,036		3,036
1933	The State (North Carolina)	22,000	400	22,400
1933	Bahamas Magazine		16,500	16,500
1934	The Commonwealth (Virginia)	7,000	500	7,500
1946	Orlando-Land	3,500	22,500	26,000
1955	Coast (Myrtle Beach, S.C.)	15,250	2,500	17,750
1965	Gold Coast of Florida	18,000		18,000
1966	Southern Living	1,594,117		1,594,117
1968	Sandlapper (South Carolina)	15,253	975	16,228
1969	Mountain Living	13,282	5,000	18,282
1970	Gulfshore Life	2,300	14,700	17,000
1970	Metro, the Mag. of South-eastern Virgina	18,500	1,500	20,000
1972	Brown's Guide to Georgia	65,000	7,000	72,000
1972	Tar Heel: The Mag. of North Carolina	23,000	1,000	24,000
1972	Indian River Life		10,000	10,000
1972	Accent West (Amarillo, Tex.)	3,500	3,500	7,000
1973	Central Florida Scene Mag.	3,290	6,710	10,000
1973	Texas Monthly	260,000	2,387	262,387
1973	Southern Exposure	8,000		8,000
1974	Broward Life (Broward Cty., Fla.)	6,128	8,232	14,360
1977	The Cumberland	6,000	1,000	7,000
1977	Florida Keys Magazine	2,000	2,500	4,500
1977	Back Home in Kentucky	11,000		11,000
1979	Southern World (Hilton Head Island, S.C.)	20,000	80,000	100,000

TABLE 3

SOUTHERN CITY AND REGIONAL SPECIALTY MAGAZINES
BY YEAR FOUNDED

Year	Magazine	Circulation		
		Paid	Non-paid or Controlled	Total
1920	Virginia Wildlife	52,000	3,500	55,500
1927	The Florida Naturalist		24,000	24,000
1934	Tidewater Motorist	183,000	500	183,500
1944	Kentucky Happy Ground	39,000	3,000	42,000
1946	Southern Outdoors Mag.	200,000	3,000	203,000
1947	Wildlife in North Carolina	51,000	200	51,200
1948	Florida AAA Motorist		380,000	380,000
1949	Florida Explorer		375,000	375,000
1951	Virginia Cavalcade	12,000	100	12,100
1954	South Carolina Wildlife	65,000	200	65,200
1956	Northern Virginia Home-Garden News		22,000	22,000
1961	Gondolier, Florida's Boating Magazine	2,331	12,669	15,000
1968	Texas Outdoor Guide	100,000	2,540	102,540
1968	The Florida Sportsman	45,000	40,000	85,000
1969	Houston Teens	33,000		33,000
1972	Southern Boating	4,154	11,846	16,000
1974	Houston Home & Garden	92,000		92,000
1976	Georgia Sportsman Mag.	37,000		37,000
1977	Texas Homes Magazine	50,000	1,200	51,200
1977	Southern Accents	100,000		100,000
1978	Dallas-Fort Worth Home/Garden	30,000	5,000	35,000

Results and Discussion

A number of writers have dealt with various aspects of city magazine publishing,[6] but a review of the literature reveals that little attention has been directed at regional magazines. In their 1974 book Magazine Editing and Production,[7] J.W. Click and Russell Baird briefly discuss a limited selection of regional magazines, only five of which are located in the South. In the intervening years the number of Southern regional magazines has enlarged considerably, their growth rate actually outstripping that of city magazines during the decade of the 1970s. (See Table 4.)

TABLE 4

Southern Magazines Founded Since 1970, by Category

Category	No. magazines currently published	No. magazines founded since 1970
City	25	12 (48%)
Regional	24	14 (58%)
C/R Specialty	21	6 (29%)

Over half the regional magazines and almost half the city magazines now being published in the South, then, began publicaiton since 1970. In addition, nearly a third of the city or regional specialty magazines in our sample were founded during this period.

Searching the literature also confirmed the writer's impression that Southern magazines in general have received little attention, either from researchers or from the handful of national periodicals that make an effort to cover news of magazine publishing: the Wall Street Journal, The New York Times, Advertising Age, Dun's, Forbes, Business Week, Media Decisions, and Saturday Review. These national periodicals have instead concentrated their coverage on the largest Northeastern and California-based city and regional magazines, notably New York, Philadelphia, Washingtonian and Los Angeles. Despite the economic and population growth of the Sun Belt states during the 1960s and '70s, the only Southern magazines to receive much national attention have been Southern Living and the larger Texas magazines.

Certainly the South has never been known as a leading center of magazine publishing. Of all the states included in this study, Texas leads by a wide margin in total number of non-newspaper periodicals published-- 554, according to the 1979 Ayer Directory. Florida is next with 169, followed by Tennessee's 159 and Virginia's 155. In descending order thereafter come Georgia (122), North Carolina (94), Kentucky (72), South Carolina (59), Alabama (56), Louisiana (55), Mississippi (30), and Arkansas (28). These figures are unimpressive compared to those of the larger industrial states-- New York (2,395), California (821), Pennsylvania (601), Ohio (360), or Massachusetts (282).

Tables 1, 2 and 3 show that geographically specialized Southern magazines are relatively small in terms of circulation. It is unlikely that in the forseeable future the population of any Southern city will support city magazine circulations to compare favorably with New York's 390,550, Los Angeles' 150,000, or Philadelphia's 130,000. Largest in the South are New Orleans (63,000), D Magazine in Dallas (51,200), Houston City Magazine (50,000), and Atlanta (40,000). With its three-city appeal, G Magazine is fifth with 35,500. Excluding these circulation leaders, the mean circulation for the other magazines in Table 1 is a low 12,330.

Regional magazines, of course, can draw upon a larger population base. Their inspiration is Birmingham, Alabama-based Southern Living, with far and away the largest circulation of any Southern magazine-- 1,594,117 monthly. Through its appeal to Southern regional pride, this magazine's non-controversial combination of travel, food, architecture, and house & garden copy successfully captured the fancy of comfortable, affluent Southerners, and in 1977 Forbes declared Southern Living the most profitable magazine in the nation.[8] Aiming at a 15-state marketing area, Southern Living sells in a larger region than any other Southern magazine of its type. An ambitious newcomer, Southern World, has staked its claim in an 11-state area. Still in the promotional stage, SW attempts to provide wider variety and greater depth in its articles than does Southern Living; its press run is 100,000 per bi-monthly issue.

The state of Texas is the beat of Texas Monthly (262,387), second largest regional magazine in terms of circulation. Fourth largest is another monthly, Brown's Guide to Georgia (72,000), which employs an unusual approach: how to get to know the state, but not through a car window. Brown's Guide runs a variety of types of articles, but their hallmark has always been material on walking tours, hikes, bike tours and other such articles that encourage the reader to get out and do something. BG also prints a brutally honest restaurant guide, a feature missing from most such regional periodicals.

After these, the mean circulation for the remainder of the magazines in Table 2 is 13,928, low and only a little higher than the corresponding figure for city magazines. This indicates that these new periodicals have not yet been able to reach their potential circulations.

The magazines in Table 3 are too diverse to allow the drawing of many general conclusions, but six of them have circulations of 100,000 or more. Two are outdoors-oriented (Southern Outdoors and Texas Outdoor Guide), and three are distributed to members of auto clubs (Florida AAA Motorist, Florida Explorer and Tidewater Motorist). The most recent of the magazines in this table to have reached the 100,000 mark is Southern Accents, a super-slick house and garden magazine out of Atlanta. The houses it features are of the palatial variety, and according to its publisher, Walter Mitchell, its primary competition is not another regional magazine, but the nationally distributed Architectural Digest. The mean circulation of the remaining magazines in Table 3 is 42,413. Using this figure as a very rough comparison to the corresponding figures from tables 1 and 2, one might speculate that the reason regional magazines (Table 2) have not achieved more impressive circulations is that they are not sufficiently focused for today's market. Perhaps regional specialization alone is not enough in every case, and a more narrow focusing of subject matter is needed.

Despite the relatively small individual circulation figures reflected in tables 1, 2 and 3, the aggregate activity in Southern magazine publishing is impressive and surely warrants greater attention in the journals and national media.

Though geographically specialized magazines have proliferated in the South like kudzu vine, they have not always matched the sturdy kudzu in longevity. Since small regional magazines have been ignored by most national media, those that have ceased publishing are the hardest of all to trace. The failed magazines listed in Table 6 are those the writer was able to ferret out: the list is far from complete.

TABLE 5

Southern City, Regional, and City/Regional Specialty Magazines That Have Ceased Publication Since 1970

Year publication ceased	Magazine	Year established, if available
1971	Raleigh	1963
1972	The Miamian	1920
1978	New Norfolk	1954
1978	Sam Houston's Metropolitan Magazine	____
1978	Texas Parade	1940
1978	Sarasota Town& Country Magazine	____
1978	People of North Carolina	1977
1978	"H" Magazine	____
1978	Fiesta Magazine	____
1978	Coastal Magazine	1975
1978	Entre	1976
1978	Outdoors in Georgia	1972
1979	Raleigh Journal	1979
1979	Savannah Magazine	1970
1979	Tampa Bay Monthly	1979
1980	Georgia Life	1957

Among the Southern states, Georgia appears to have suffered the highest failure rate in 1979-'80. Outdoors in Georgia, an attractive state-sponsored monthly, was discontinued as a cost-saving measure by the Georgia Department of Natural Resources. Savannah Magazine, founded

in 1970, gave up the ghost, as did another Savannah quarterly, Coastal Magazine, which had begun publishing on St. Simons Island in 1975 as Coastal Quarterly. The most recent death notice in Georgia magazine publishing was for Georgia Life (originated in 1957 as Georgia Magazine). Its founder, Ann Lewis, sold it in 1971, then watched it change hands several times before it expired in a sea of debt in 1974. She bought it back and operated it until concluding in early 1980 that it would never attract subscriptions and ad revenue sufficient to support an adequate staff.

Talking with various editors and publishers has convinced this writer that the magazine industry has the most pronounced "caste system" of any mass medium. Asked to comment on the mushrooming of city and regional magazines throughout the South, the editor of one of the oldest and strongest of them replied, "Yes, but how many are any good?"

Others take the position that even the smallest and humblest of these magazines is a worthwhile enterprise, inasmuch as the upbeat appeal of this magazine genre represents the preservation of a civilized standard of reading matter in an age when so many national magazines offer little more than suggestive photographs and celebrity tittle-tattle. Almost without exception, the magazines considered here sell to an upper middle class audience-- subscribers in the $30,000 bracket or higher. Southern Accents aims its exquisitely produced issues ($3.50 newsstand price) at a still more affluent audience, and Palm Beach Life is able to command substantial ad rates despite its modest circulation because more than 80 percent of its subscribers have annual incomes in excess of $50,000. Unusual in its appeal is Southern Exposure, a non-profit organ of the Institute for Southern Studies in Chapel Hill, N.C. This periodical attempts to present articles of interest to all strata of Southern society.

Editors and publishers surveyed were asked what percentage of their articles are staff written vs. freelanced. City magazines average 40% staff written, 60% freelanced, though individual replies ranged widely, from Greater Lubbock Magazine and Houston Magazine, chamber of commerce magazines that are 100% and 90% staff written, to Jacksonville Magazine, another chamber magazine that buys 95% of its articles from freelancers, and Austin Magazine, 85% freelanced. Chamber magazines are no more apt to

be heavily staff written than are privately owned city magazines.

Regional magazines show very nearly the same results: 46% staff written, 54% freelanced. Most reliant on freelance copy are Florida Keys Magazine, Tar Heel and Metro, the Magazine of Southeastern Virginia (90% each). At the other extreme are Orlando-Land (95% staff written), Brown's Guide (90%), and Coast (85%).

City and regional specialty magazines in this sample average 60% staff written, 40% freelanced. Several are heavily staff written: Tidewater Motorist (100%), Houston Home & Garden (99%), Kentucky Happy Ground and Florida Explorer (95%), and Florida AAA Motorist (90%). Though the specialty magazines are on balance less apt to rely on freelance copy, Southern Outdoors and The Florida Naturalist are exceptions, at 98% and 95% freelanced.

Survey participants were next asked what percentages of their revenues are generated by advertising and by subscriptions. City magazines average 72% advertising, 28% subscriptions. Regional magazines average an almost identical 70% advertising, 30% subscriptions, but the averages for city and regional specialty magazines are quite different: 27% advertising and 73% subscriptions. Part of this difference may be attributed to the magazines in Table 3 that automatically go to all members of an organization, as is the case with Florida Explorer and The Florida Naturalist. Among the specialty magazines some additional sources of revenue were reported. Virginia Wildlife receives a 20% state subsidy; South Carolina Wildlife receives 25% of its revenue from novelty sales plus $50,000 a year from state appropriations. The only magazines that carry no advertising are Southern Exposure, Florida Explorer, South Carolina Wildlife, Wildlife in North Carolina, Virginia Wildlife, Virginia Cavalcade, and Kentucky Happy Ground, according to survey results.

The survey question "What do you consider your greatest business problems of recent months?" elicited a variety of responses. As one might expect, inflation and its effect on production costs was the most frequent reply. High interest rates and cost hikes in paper and postage were specific items mentioned; other respondents did not go into detail, as in

the heartfelt response of Philip Marker, editor of Greater Lubbock Magazine: "Inflation, inflation, and inflation!"

Regional magazines were the most likely to complain of slow payment for ads and the consequent need to pay close attention to cash flow requirements. Another frequently mentioned item was advertising cutbacks due to recessionary business conditions-- what William Darby, publisher of Coast termed "businessmen's malaise." Two of the newer magazines cited circulation and growth as their main concern, two complained of inadequate printing facilities, and two of the editor respondents felt that the pressure of meeting deadlines was their primary problem. Two more editors mentioned the difficulty of finding really good writers given their magazines' modest payment structure, and one said that good photography was in short supply. Other problems were inadequate staff size, mechanical troubles in layout and design, and difficulties in raising additional capital for promotion and distribution improvements.

One of the most pronounced differences between the three categories of magazines lies in the kinds of advertisers they attract. A city magazine, obviously, depends heavily upon local retail advertisers and attracts only minimal national advertising. As noted in Moon,[9] Fletcher,[10] and Hynds,[11] the city magazine offers good positioning and slick production that competes well with what local newspapers can offer. A well produced city magazine with no direct competition from a similar periodical should fare well for ad revenue given a large enough population and business base. A regional specialty magazine like Southern Accents carries a mix of retail and national ads-- anything in furnishings or accessories that would appeal to the well-to-do. Similarly, regional outdoors magazines carry a combination of national and local ads associated with their editorial matter.

The regional magazines in Table 2 are in a somewhat different position, and at least with newer magazines in this category, the broader the region they cover, the harder the ad selling job. A restaurant ad from Atlanta will do little good among the magazine's Virginia subscribers; hence a new regional magazine such as Southern World must go after national ads. National advertisers, who have seen numerous city and regional magazines come and go during the past decade, often are reluctant to commit their

business and will prefer to wait until the magazine can show a "track record." While city and regional specialty magazines (Table 3) and city magazines (Table 1) have a "natural selection" of advertisers, the less focused regional magazines do not.

Asked "To what do you attribute the success of city and regional magazines?" respondents touched on a number of factors, the most frequently mentioned of which was increased reader interest in one's home area-- the "Roots phenomenon," editor James Wise of Tar Heel called it. Another editor saw the same factor from the flip side, calling it "local chauvinism." The next most frequently cited reason [illegible] market these magazines [illegible] writing-- not being prov[illegible] The magazines' "classy p[illegible] factors were the "me gen[illegible] media, curiosity of outs[illegible] news presented in these [illegible]

To the question "W[illegible] regional magazines conti[illegible] respondents replied yes, [illegible] optimistic-- 60% yes, 40[illegible] it 54% yes, 46% no. In [illegible] the saturation point had [illegible] Bernard McCormick, publi[illegible] "Most feasible markets a[illegible] people are realizing it. [illegible] new ones will find the m[illegible] Broyles predicted few ne[illegible] and C. Turney Stevens, e[illegible] markets in the South are [illegible] "nos" were due to the tw[illegible] decrease in available ve[illegible] editor) that production [illegible]

[illegible] all the last decade's growth trend in city and [illegible]e during the 1980s?" 43% of city magazine [illegible]57% no. Regional magazine respondents were more [illegible]no. City/regional specialty respondents made [illegible]qualifying their answers, most of the "nos" said [illegible]already been reached. Typical of these was [illegible]her of Gold Coast of Florida Magazine, who said, [illegible]ready have magazines. It is a tough business, and [illegible]Existing magazines will continue to grow, but [illegible]rket crowded." Texas Monthly editor William [illegible]starts except in regional shelter magazines, [illegible]ion and publication of [illegible] said. "Most [illegible] all successful publications, with [illegible]to wait to be part [illegible] publications," other [illegible]in economic fears of inflation and recession, a [illegible]nture capital, and a feeling (on the part of one [illegible]and writing quality isn't up to national standards.

Respondents answering "yes" counted increasing leisure time and resultant lifestyle changes as hopeful factors for the continued growth of these magazines. Editor Jim Dean of Wildlife in North Carolina wrote, "People seem to have a growing interest in local recreation, hobbies, etc., possibly spurred on by energy shortages, and possibly by a renewed interest in nostalgia and local history." Other factors mentioned were increased advertiser interest in print as opposed to broadcasting, the South "rising again" in the economic sense, the redevelopment of certain Southern cities, a possible upswing in national advertisers' use of targeted regional ads, and the ego of would-be publishers.

Summary and Conclusions

This compilation and analysis reveals a considerable amount of recent activity in the publication of geographically specialized magazines in the South. These magazines may be grouped into three categories: city, regional, and city/regional specialty magazines. The magazines' editors and publishers were surveyed by a mailed questionnaire, which, coupled with a literature search and numerous telephone calls, produced the following results:

1) Almost half the magazines listed in this study were founded since 1970, yet this growth was paid virtually no attention by the national media.
2) Geographically specialized Southern magazines typically have modest circulations, the only really large circulation figure among them belonging to the highly successful Southern Living.
3) Southern regional magazines, many of which have considerably greater circulation potential than city magazines, do not seem to be realizing their apparent potential. One possible explanation is that they are unwittingly focusing on too large a market, a market that is overlooked by the regional magazines which are overshadowed by the larger circulations of the city/regional specialty magazines.
4) Starting a new city or regional magazine in the relatively modest-sized Southern markets can be a risky venture, as shown by the failed magazine ventures listed in Table 5.

5) In most city and regional magazines, freelanced articles slightly outnumber staff written articles; the reverse is true for most city/regional specialty magazines.

6) City and regional magazines average receiving about 70% of their revenue from advertising, 30% from subscriptions. Since many of the city/regional specialty magazines in Table 3 are partially funded by governmental appropriations or private organizations, this category appears far less dependent on ad revenue.

7) These magazines' most pressing business problems, as perceived by their editors and publishers, are [illegible] circulation maintenance and promotion, maintaining reader interest and [illegible] as problems.

8) The advertising mix differed considerably for the three categories of magazines discussed here. In the most difficult position for attracting advertising is the newer and more broadly based regional magazine.

9) Overall, roughly half the editors and publishers surveyed felt that geographically specialized magazines would continue through the 1980s as a growth area in magazine publishing. Most optimistic are the regional magazine respondents. A sizeable number of respondents, however, felt the market has already become saturated.

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NOTES

1. The writer wishes to thank the editors and publishers of the following magazines for responding to his survey: Nashville!, Austin, Miami Magazine, Atlanta Magazine, Fort Worth, Dallas Magazine, Houston City Magazine, Jacksonville Magazine, Greater Lubbock, Louisville, Houston Magazine, Louisville Today, Charlotte Magazine, Metropolitan Beaumont, The Commonwealth, Coast, Texas Monthly, Gold Coast of Florida, Orlando-Land, Back Home in Kentucky, Florida Keys Magazine, Central Florida Scene, The Cumberland, TarHeel: The Magazine of North Carolina, The State, Mountain Living, Brown's Guide to Georgia, Metro, the Magazine of Southeastern Virginia, Southern Exposure, Outdoors Here, Virginia Towns in Profile, Alabama Southern Accents, Points & Purposes, Florida Naturally, Florida Trend, Texas Monthly, Southern Outdoors, Houston Home & Garden Magazine, and Kentucky Happy Ground.

2. Alan Fletcher, "City Magazines Find a Niche in the Media Marketplace," Journalism Quarterly 54:740-43 (Winter 1977).

3. David Shaw, Journalism Today: A Changing Press for a Changing America (New York: Harper's College Press, 1976), p. 188.

4. March 29, 1976, pp. 64-65.

5. October 1979, p. 41.

6. See Fletcher, op. cit.; Shaw, op. cit.; Ernest C. Hynds, "City Magazines, Newspapers Serve in Different Ways," Journalism Quarterly 56:619-22, (Autumn 1979); Ben Moon, "City Magazines, Past and Present," Journalism Quarterly 47: 711-18 (Winter 1970); John Tebbel, "City Magazines: A Medium Reborn," Saturday Review, March 9, 1968, pp. 102-3.

7. Dubuque, Iowa: William C. Brown.

8. June 15, 1977, pp. 30-31.

9. Op. cit., p. 714.

10. Op. cit., p. 714.

11. Op. cit., p. 621.